

COVER STORY



Expanding Access to
Alternative Investments: How

GAIM

is Opening Opportunities to a
Broader Investor Base

Prateek Mehrotra,
Chief Investment Officer & Visionary
Architect



“

Our mission is to thoughtfully expand access to select private investment opportunities that have been traditionally available only to large institutions.

”

In the often-complex world of alternative investing, one firm is quietly changing the narrative. **Global Alternative Investment Management (Global Alts or GAIM)** is creating opportunities for a broader investor base to participate in alternative investments that were once limited to large institutions. Leading the firm is **Prateek Mehrotra**, Chief Investment Officer and visionary architect of its disciplined, client-focused approach.

FROM GLOBAL ROOTS TO WISCONSIN LEADERSHIP

Prateek's career spans India, the Middle East, and Silicon Valley—reflecting a global perspective that shapes Global Alts' philosophy. With over three decades in financial services, he has built a reputation for analytical rigor and innovation. Before founding Global Alts, Prateek helped launch iSectors, an ETF model management business at Sumnicht & Associates, and oversaw technology investments at GTG Ventures in Palo Alto.

“What drew me to alternative investing—and keeps me engaged every day—is the constant evolution of ideas. With thoughtful research and a disciplined process, we can explore frontiers of innovation and capital formation that aren't available in traditional markets.”

A graduate of IIT Kanpur and Lehigh University, Prateek holds both the CFA® and CAIA® designations.

“For me, alternative investing isn't just a profession—it's a lifelong pursuit of discovery. I'm driven by the research, the challenge, and the possibility of finding something new and meaningful in every market cycle,” he says.

ANALYTICAL CURIOSITY MEETS VENTURE CAPITAL DISCIPLINE

As an engineer-turned-analyst, Prateek brings a unique mindset to venture capital—one rooted in problem-solving, systems thinking, and data-driven inquiry.

Engineering education instills a discipline of hypothesis testing, modeling, and iterative refinement—skills that

translate seamlessly into evaluating early-stage and growth investments.

“My engineering background shapes how I approach venture investing. I see each opportunity as a complex system to understand—testing assumptions, analyzing inputs, and refining conclusions through research and dialogue. For me, investing isn't about prediction—it's about disciplined exploration and learning.”

This analytical mindset and intellectual curiosity define his investment style—methodical yet imaginative. His instinct to ask *why* and *how* drives the pursuit of differentiated venture opportunities and long-term value creation.

A VISION REALIZED: THE BIRTH OF GLOBAL ALTS

Founded in 2021 as a spin-out from its affiliate, Endowment Wealth Management (EWM), Global Alts was created to formalize and streamline the firm's private market investing. Since inception, the firm has launched six SPVs and funds, raising nearly \$40 million (Earlier thematic and single purpose funds were launched and managed by EWM prior to Global Alts' formation.).

Global Alts' philosophy is straightforward: seek to provide access to alternative investment opportunities while emphasizing transparency, thorough due diligence processes, and disciplined risk management processes.

CHALLENGING THE STATUS QUO

Global Alts' 2/1/10 fee structure represents a notable departure from the traditional “2 and 20” model. The

structure is designed to align interests between investors and the manager while keeping more capital working for investors.

“We create funds that are opportunistic and thematic by design,” says Prateek. “Every client has unique goals and risk tolerance. Our approach emphasizes customization, allowing investors to choose the opportunities they wish to participate in, rather than a one-size-fits-all solution.”

Whether structuring thematic funds, co-investment vehicles, or secondary allocations, the firm remains focused on delivering distinctive access to emerging opportunities.

LESSONS FROM THE MARKET

Experience across multiple market cycles has shaped Global Alts' disciplined perspective. Prateek points to the tech boom of 2021, when valuations soared, as a turning point.

“Even as we launched our second Unicorn Fund, we recognized the need for valuation discipline,” he recalls. “The subsequent correction reinforced our preference for co-investments and secondary opportunities that help mitigate the J-curve effect.”

By remaining selective and analytical, Global Alts maintains a long-term focus—balancing potential rewards with disciplined risk assessment.

CASE STUDIES IN ACCESS

Recent funds targeting an AI hardware company and a leading Asian securities exchange demonstrate the firm's sourcing and research capabilities:

“

Alternative investing is a world of enormous complexity. Our mission has always been to democratize access.

”

Our professional team possesses
75+ combined years of extensive private
investments expertise. The team has built
a successful track record of creating over a dozen
opportunistic/thematic funds with five completing
full life cycle.

Leading Asian Exchange (2023): Global Alts structured a pooled direct investment in one of Asia's largest securities exchanges, providing investors with a Pre-IPO opportunity to invest in a high-growth, high-margin business typically reserved for larger pools of capital.

AI Infrastructure Company (2024): Global Alts identified an AI hardware company positioned in a rapidly advancing technology segment and participated through a secondary investment, giving investors exposure to frontier AI infrastructure developments.

“These are the kinds of opportunities where qualified investors can participate meaningfully through a pooled investment vehicle,” Prateek notes. “The minimum ticket size for individuals is often too large to access directly.”

Case Study Disclosure: The above examples illustrate the types of transactions Global Alts has evaluated or structured. They are not representative of all investment opportunities and do not imply performance or outcomes.

DEALSOURCING

Prateek has developed a broad network over three decades in the industry, which Global Alts leverages to evaluate a wide range of potential investment opportunities. “While investor participation may vary, we continue to observe diverse opportunities across sectors,” he notes. The firm reviews each opportunity with a disciplined approach, aiming to balance potential risks and rewards in both direct investments and secondary acquisitions.

Global Alts has participated in co-investment and thematic opportunities alongside large private equity firms, demonstrating its deal sourcing capabilities. *Note-participation in transactions involving other private investment firms does not imply any partnership, sponsorship, or endorsement by those firms.*

SCALING FOR IMPACT

Global Alts is preparing to launch its first \$20 million AI-focused fund, targeting mid- and late-stage venture-backed companies.

“We believe high-net-worth investors, smaller institutions, family offices, and RIAs may find an AI-focused fund appealing at this stage of the AI cycle,” says Prateek. “It offers research-driven exposure to a rapidly evolving sector that's shaping multiple industries.”

GENERAL DISCLOSURES

The information presented is for informational purposes only and does not constitute an offer or solicitation to buy or sell any security. Alternative investment opportunities are offered only through a confidential Private Placement Memorandum (“PPM”) and related offering documents, which contain important information about investment objectives, risks, fees, and expenses. Investments in private funds involve a high degree of risk and are limited to qualified clients and accredited investors as defined under applicable securities regulations. Global Alts and its affiliate’s capital raised reflects investor commitments to date and does not represent investment returns or performance outcomes. Past opportunities are not indicative of future outcomes. This article is paid promotional content.

A Leader for a New Era

Prateek's professional recognition includes being named to Investopedia's Top 100 Financial Advisors (2018) and the Wisconsin Titan 100 (2023). While he values these acknowledgments, he emphasizes that his focus remains on expanding investor access to alternative investment strategies.

“My passion for alternatives comes from the belief that innovation in technology and the demand for capital to develop it create opportunities for investors willing to take informed risks. Throughout my career, I've focused on uncovering strategies that combine intellectual curiosity with disciplined execution.”

AWARD DISCLOSURES

Wisconsin Titan 100 (2023):

Award recognition does not qualify as an endorsement of any particular index, investment, or investment strategy. The Wisconsin Titan 100 for 2023 was awarded 10/13/2022 by the Titan CEO organization. No solicitation payment was made to the award sponsor to be nominated or to qualify for the award. Prateek Mehrotra agreed to attend the award presentation and purchase tickets for the event as part of his acceptance of the award. Judging criteria for the award can be found at: <https://www.titan100.biz/wisconsin-nominations/>.

Investopedia Top 100 (2018):

Award recognition does not qualify as an endorsement. The Investopedia Top 100 Advisors for 2018 was awarded 6/8/2018 by Investopedia. No solicitation payment was made to the award sponsor to be nominated or to qualify for the award. Judging criteria for the award can be found at: <https://www.investopedia.com/top-100-financialadvisors-4427912>.

Contact Person: Prateek Mehrotra
Contact Information: Prateek@GlobalAlts.com

GAIM
— GLOBAL ALTERNATIVE —
INVESTMENT MANAGEMENT
www.GlobalAlts.com